Bloomberg Businessweek Contents



Heh Heh Heh How MTV held pop culture hostage p130

Opening Remarks



China will inevitably pass the U.S. as the world's biggest economy. Should Americans worry?

Bloomberg View Pricey programs the military can live without; in defense of Obamacare p16

Global Economics



Working stiffs

Take-home pay has fallen. Food and fuel prices crimp budgets. Work ain't what it used to be

Farmland: The next bubble?	2 p20
Germany may be stalling	p21
The post-Chávez picture	p22
Recovery in the U.S.	p25
Tom Keene's EconoChat	p25
Seven days ahead	p26

to protesters, it's likely to

leave a lot of voters cold

Some Palestinians face a less

The youngsters running the

arduous Israeli checkpoint p38

The Supreme Court's politically supercharged docket p42

Companies & Industries



A deeper Dish Network

Charlie Ergen is spending big to turn the pay-TV service into a rival to Netflix and cable giants

Shipbuilding: One market 0	China
hasn't cracked	p30
Rural Pakistanis cotton to	
consumer goods	p31
Jim Beam chases women	p32
Briefs	p35

Politics & Policy



Technology



For Obama, populist peril While a leftward tack for the President might appeal The race for the case The iPhone 4S launch highlights what smart-

highlights what smartphone case makers will do to scoop the competition

ne keeps slipping in Asia	p40
It's beginning to look a lot li	ke
mayhem for game makers	p47
Hackable cars	p47
Innovator: David Auerbach'	S
sanitary toilets for Nairobi	p50

UD keeps alipping in Asia ... p.46

Markets & Finance

Treasury Dept.



Banking's undertaker

If one of the 22 biggest U.S. banks should run into big trouble, James Wigand will wind it down

A forecaster's life after jail	p55
Epic housing bargains	p56
What's hurting money funds	p56
Banks' changing fees	p58
Demanding dividends	p60
Bid & Ask: The week's deals	p60

Focus On Energy



Where solar shines

As prices for panels drop, developers are ditching plans for expensive solar thermal plants

A shortage of coal miners	p66
Middle East gas pains	p67
Q&A: Stephen Harper	p68
Losing steam? Add water	p68
The Big Question: A bright	er
energy future for America	p72



Screen Shot Forstall presents well p78

Features



7

The Sorcerer's Apprentice

Scott Forstall is either an exasperating liability or just the taskmaster Apple needs p78

Rick Perry Could Sure Use a Miracle

To rescue his campaign, he's promising to do for the U.S. what he did for Texas. Is that a threat? p86

Fix This/Education

We asked a roundtable of leaders how to take on the crisis facing schools today p96

Reinventing Recruiting

Lots of companies are downplaying résumés and identifying talent in unusual ways p106

Etc.



Where J.Crew Shops for Ideas

If imitation is flattery, J.Crew is almost sycophantic toward two of its trendier rivals

Multiple Choice Are you part of the 99 percent of Americans the Occupy Wall Stre	
campers claim to represent-or one of the 1 percent? Take our quiz to find out	p122
Next Life Demet Mutlu discovered that her native Turkey didn't have a decent	online
fashion emporium. So she started one	p124
Hall of Fame Great moments in corporate nepotism	p126
The Stack An oral history of MTV, from iffy upstart to pop culture colossus	p130
Hard Choices Bob Lutz, the cigar-chomping car guy's car guy, on his decision	o back
the Chesar Volt-and his future at CM	n132